

*Patricia Lewis*  
*#4/23*

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Via facsimile to (703) 872 - 9326 to the United States  
Patent and Trademark Office on January 22, 2004  
(Date of Deposit)

ANTHONY A. SHELDON (47,078)

Name of applicant, assignor or registered representative

*Anthony A. Sheldon*  
Signature

January 22, 2004

Date of Signature

OFFICIAL

PATENT

Case No. AUS920010188US1  
(9000/31)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

MARIA A. HIMMEL, ET AL.

Serial No.: 09/821,108

Filed: MARCH 29, 2001

Title: METHOD AND SYSTEM FOR  
REQUEST BASED ADVERTISING  
ON A MOBILE PHONE

Examiner: JANVIER, JEAN D.

Group Art Unit: 3622

RESPONSE AND AMENDMENT  
TO OFFICE ACTION DATED OCTOBER 23, 2003

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a response to a non-final Office Action dated October 23, 2003.